

# Palm Springs Life

CALIFORNIA'S PRESTIGE MAGAZINE

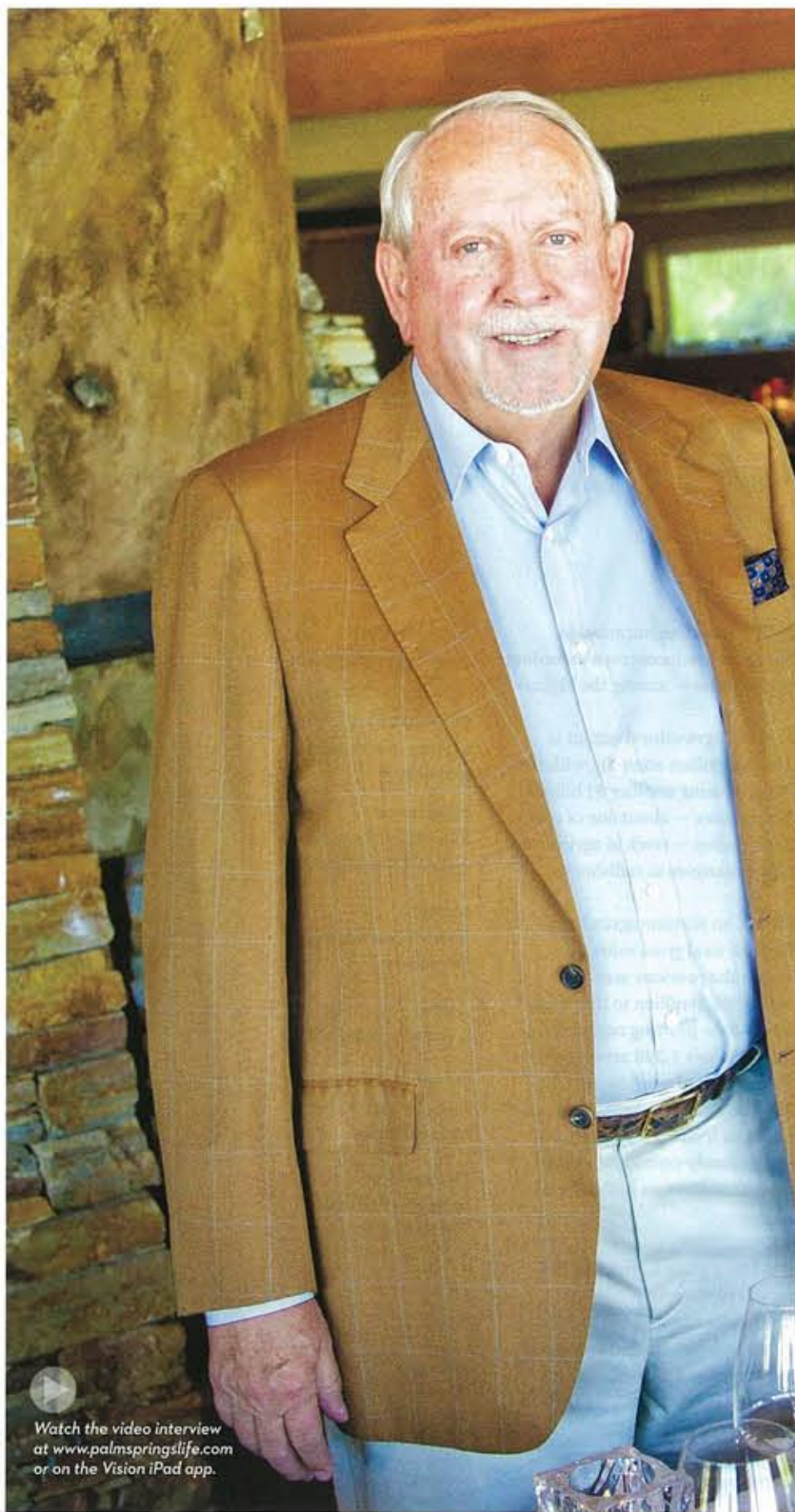


## An Oasis ON THE GROW

- \* MEASURE J BEGINS TO TRANSFORM DOWNTOWN PALM SPRINGS
- \* WIDE-EYED VISITORS MARVEL AT SUNNYLANDS
- \* AIRLINES AND JET CHARTERS GET A LIFT
- \* HOME PRICES ON THE RISE – FINALLY!



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### VISIONARY

## R.D. HUBBARD

BIGHORN GOLF CLUB

R.D. Hubbard, chairman of Bighorn Golf Club, believed he discovered one of the world's best-kept secrets in 1996 when he led an investor group in the purchase of the unfinished community in the foothills of south Palm Desert. Bighorn is now one of the country's premier private golf clubs and residential communities, with 530 influential members, 431 completed homes, and \$2.2 billion in real estate sales. In 2011, owners invested \$70 million in constructing private residences that created a local economic impact of \$134 million.

Hubbard credits the Coachella Valley's can-do nature for Bighorn's success. "There is a progressive spirit here," he says. "After experiencing the talent and skills of the people who contributed to the success of our club, I'm confident that businesses looking to locate here will find the resources they need to succeed."

Bighorn has 315 employees, and its philanthropic membership regularly organizes to support the arts, veterans, natural disaster victims, and educational organizations. In November, the Bighorn Golf Club Charities Veterans Resource Center will open at College of the Desert. Members also raised \$28 million for Eisenhower Medical Center, including \$2.56 million for breast cancer technology and services.

Watch the video interview at [www.palmspringslife.com](http://www.palmspringslife.com) or on the Vision iPad app.